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A synopsis for Ph.D Registration

On

An Analysis of Influence of Social Media Sites on Consumer Buying Behavior - A Case Study on Selected Cities of Jharkhand

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Introduction

Internet has increasingly penetrated into our daily lives and so is the use of Social Networking Sites has also increased with the same speed. The present version of internet helps the consumers to connect, share, exchange and communicate among themselves and with the companies as well. The evolution of internet has given an opportunity for companies to use social media as a communication, business and influencing medium.

Consumer buying behavior refers to the choices and actions made by users when they buy and use a product. Consumer buying habits are those of the final consumer. Businesses must assess their projected future purchase trends and make the necessary adjustments. This marketing concept emphasizes the need for businesses to create a Marketing Mix (MM) that will appeal to use their customers in order to facilitate consumer purchases of what, where, when, and how. A company's product and success are significantly impacted by how customers respond to its marketing approach. Marketers can more easily predict how consumers will react to marketing campaigns, so you need to assess what you're doing.[1]

Social media marketing has become the most powerful mode for companies seeking to reach out to their prospects and customers. By replacing the traditional ways of marketing, social media has provided new opportunities for firms to engage consumers in social interaction on the internet. The Internet and particularly social media have modified the shoppers and marketers communicating medium. With the help of internet and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button. Thanks to the internet technology, which helps the consumer to search the product on the web, view the review and ranking of existing customers for the product before they purchase the product. Social media modifies the communication methods between sellers and buyers. E commerce influences the consumers in their purchase decision. Communication through social media is a new platform to exchange information about product and services. The analysis of consumer behavior is the core activity for selling product and service since most consumers are using the internet and on-line social media tools. Social media become an important media to introduce and market products and also to do surveys. Nowadays Social media is an important marketing tool for promotional activities. Hence it becomes necessary to perceive how Social media is affecting consumer behavior.

Studies have shown that there is a drastic change in the Indian consumers buying behavior and attitude. With the changing economic status in India Rich is spending more but the middle-class spending pattern has also changed. Living for the day is the new motto of consumers. Middle class people are ready to opt for loans to live a luxurious life. This can be seen from the credit card

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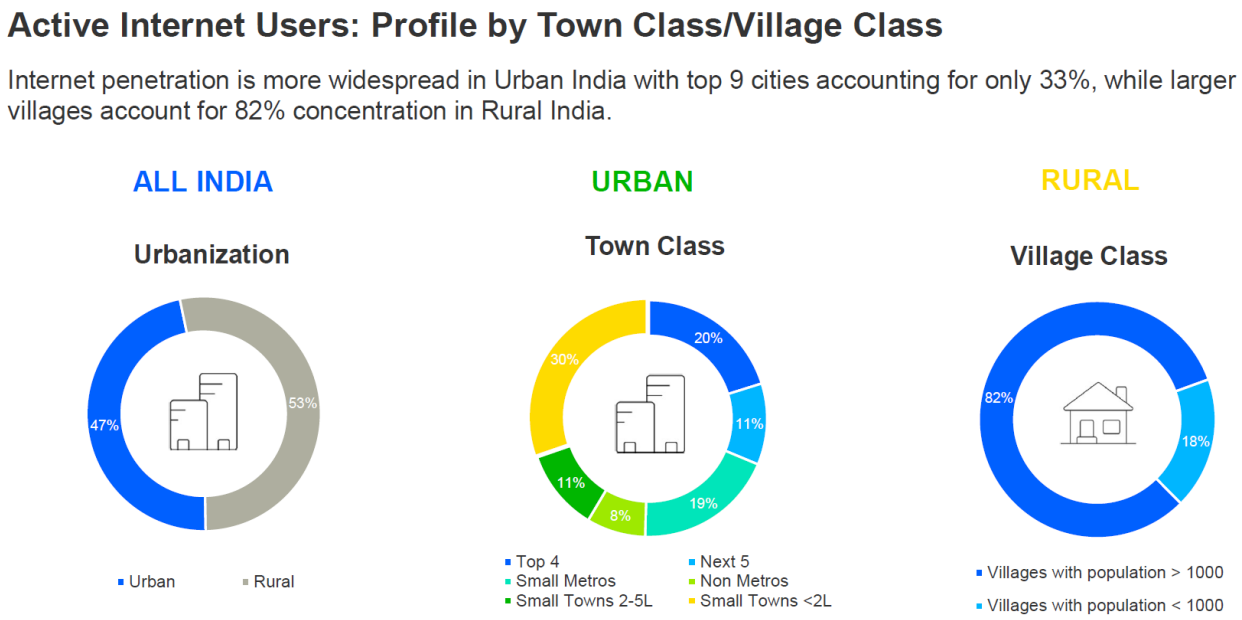
1. https://timesofindia.indiatimes.com/readersblog/marketingempire/social-medias-impact-on-consumer-behavior-44636/

business which is booming day by day. People of India comprise different segments of consumers, based on class, status, and income. Online shopping is a new platform in the field of e-business and is definitely going to be the future of shopping in India. Online shopping is very common in countries like US and UK but it is still in infancy stage in India. But there is a huge potential for online shopping in India as the market size is large.

The IAMAI (Internet and Mobile Association of India) report 2015,[2] states that there are 371 million users of mobile Internet out of which 71% are from urban areas, but the number of users from rural areas have doubled in last 3 years. Most of the user, i.e. 52% use Internet for entertainment (Video streaming) whereas 39% use it for social networking. Only 1 % uses it for online shopping so there is definitely a potential for attracting more users form the rural area. Companies need to focus on these cities with renewed vision and the innovative marketing strategy to convert the social media user to consumers.



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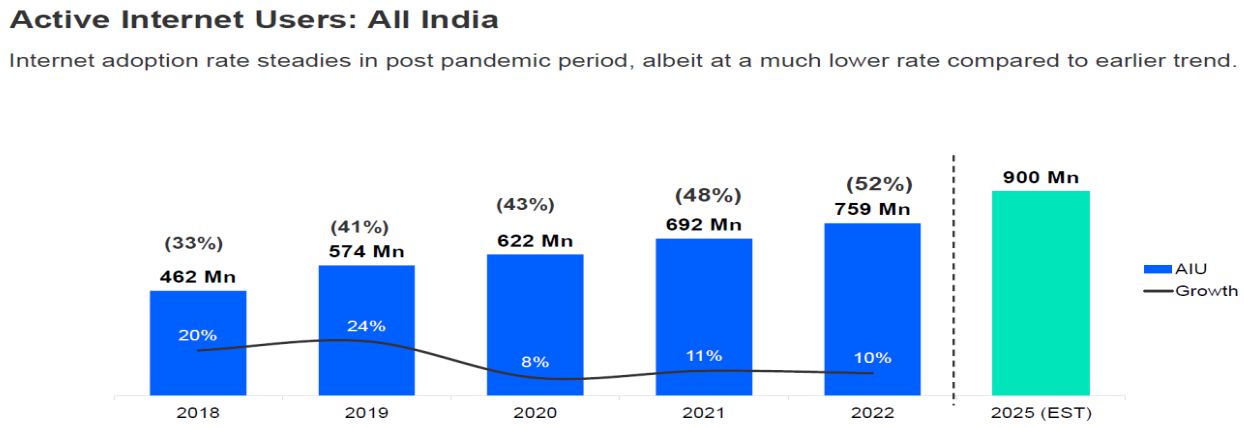
2. https://www.iamai.in/thank-you?report_id=MjMw

The IAMAI (Internet and Mobile Association of India) report 2022,[3] states that there are 759 million users in 2022 which is expected to grow to 900 million users by 2025. Active internet users in Urban India is 360 million in 2022 where as in Rural India it is 399 million in 2022.



SOCIAL NETWORKING SITES (SNS)

Social Networking Sites also known as SNS is an online platform that allows users to create a public profile and interact with other users on the website. A social networking site is also known as Social website or social networking website that allow the creation and exchange of user-generated content. Social media is accessible and enabled by scalable communication techniques. As social media become more and more prevalent, connecting people and facilitating the exchange of information, consumer behaviour is shifting. In simple terms social networking site is a website that gives a social platform to people to share information, photographs with a group. Different Social Networking Sites are available for a different purpose like consumers now can easily watch an interesting advertisement on YouTube, while posting their own opinions on Twitter and sharing it with friends on Facebook, also Facebook creates a balance between private and professional networks, while LinkedIn is only used for professional purposes. Thus, a social networking site is any site that has a profiles and connections which have tools combines to share all types of contents online. SNS helps the companies to gain knowledge about potential customers and the consumers. Social media differ from paper-based media (e.g., magazines and newspapers) and traditional media such as Radio, TV in many ways, including quality frequency, interactivity, usability, and performance.

Types of Social Media

There are 4 distinct types of social media outlets are focused on:
1) Social networking sites
2) Social news Website
3) Media sharing Sites
4) Blogs

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3. https://www.iamai.in/thank-you?report_id=MzMwNA==

1. Social Networking Sites- A social networking site is an online platform that people use to build social networks or social relationships with other people who share similar personal or career interests, activities, backgrounds, or real-life connections.
Interpersonal interaction locales, as a rule, have another client input a rundown of individuals with whom they share an association and afterward permit the individuals on the rundown to affirm or some interpersonal interaction sites like LinkedIn are utilized for setting up proficient associations, while destinations like Facebook ride the line among private and expert.

2. Social news Website- Social news websites are communities that encourage their users to submit news stories, articles, and media and share them with other users. These stories are ranked based on popularity, as voted on by other users of the website. Users and comments and share these stories too.

3. Media sharing sites- A site that empowers clients to store and offer their interactive media records (photographs, recordings, music) with others. The media is played/seen from any Web program and might be specifically accessible by means of a secret key or to the overall population.

4. Blogs- A blog is a discussion published on the Web consisting of discrete, informal diary-style text entries called posts. A blog allows you to post your views on a particular topic

Characteristics of Social Networking Sites:

1) User Based :
All the social networks that are present today are user based i.e. developed and directed by the users themselves. Without users the networks would be just an empty space.

2) Interactive:
One of the important characteristics of social networks is that they are very much interactive. Websites like Facebook have become an entertainment option and a pass time that majority of the users are choosing over a television. Because these networks not only entertain the users but also connects them and allows to have fun with their friends.

3) Community Driven:
Social networks follow the principle of Communities or social groups which bring together people with similar likes, interests, beliefs, hobbies etc. Social networks also provide an option to be a part of various groups in which the user is interested. This allows users to make new friends with similar interests and also reconnect with long lost friends.

4) Relationships:
A social network thrives on relationships. The more established you are on a network shows that you are having more relationships within that network. And the network automatically seems to expand with contacts and sub contacts

5) Emotion over content:
Another unique characteristic of social networks is the emotional factor. It provides the users a sense of emotional security and supports during any kind of crisis in personal life. Social networks provide the users a sense of belonging and a thought that their friends are within easy reach.

Available Social Networking Sites

Facebook

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.
The site, which is available in 37 different languages, includes public features such as:
Marketplace - allows members to post, read and respond to classified ads.
Groups - allows members who have common interests to find each other and interact.
Events - allows members to publicize an event, invite guests and track who plans to attend.
Pages - allows members to create and promote a public page built around a specific topic.
Presence technology - allows members to see which contacts are online and chat.
Within each member's personal profile, there are several key networking components. The most popular is arguably the Wall, which is essentially a virtual bulletin board. Messages left on a member's Wall can be text, video or photos. Another popular component is the virtual Photo Album. Photos can be uploaded from the desktop or directly from a smartphone camera. There is no limitation on quantity, but Facebook staff will remove inappropriate or copyrighted images.

Twitter

Twitter is a free social networking microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. Tweets and replies to tweets can be sent by cell phone, desktop client or by posting at the Twitter.com website. The default settings for Twitter are public. Unlike Facebook or LinkedIn, where members need to approve social connections, anyone can follow anyone on public Twitter. To weave tweets into a conversation thread or connect them to a general topic, members can add hashtags to a keyword in their post. Tweets, which may include hyperlinks, are limited to 280 characters, due to the constraints of Twitter's Short Message Service (SMS) delivery system. Because tweets can be delivered to followers in real time, they might seem like instant messages to the novice user. But unlike IMs that disappear when the user closes the application, tweets are also posted on the Twitter website. They are permanent, they are searchable and they are public. Anyone can search tweets on Twitter, whether they are a member or not.
In 2013 Twitter was one of the ten most-visited websites, and has been described as "the SMS of the Internet." Twitter has around 528.3 million monthly active users as of 2023. It is estimated that this number will reach 652.23 million by 2028. Twitter currently has 237.8 million daily active users

Youtube

YouTube is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others. Originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month.

If you've ever watched a video online, there's a good chance it was a YouTube video. YouTube has had unprecedented social impact, influencing popular culture, internet trends, and creating multimillionaire celebrities. Private individuals and large production corporations have used YouTube to grow their audiences. Indian creators have built grassroots followings numbering in the thousands at very little cost or effort, while mass retail and radio promotion proved problematic.

CONSUMER BEHAVIOR

Consumer behavior is the study of when, why, how and where people do or do not buy a product or service. Buying Behavior is the decision processes and acts of people involved in buying and using products. This primarily focuses on psychology, motivations, and behaviors, such as how people choose between brands, how they research and shop, and how marketing campaigns can be improved so brands can effectively influence them. Personal, psychological, and social factors influence the consumer behavior.

Personal factors deal with an individual's interests and opinions, which are affected by their demographics. Psychological factors are based on their perceptions and attitudes, including their ability to comprehend information and how they see their needs. Finally, social factors are made up of one's peer groups, socioeconomic classes, and even social media influence.

Consumer behavior can be defined as a behavior of individuals in regards to acquiring, using and disposing of products, services, ideas or experiences. It also includes the acquisition and use of information. Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. A firm needs to analyze buying behavior for:
Buyer's reactions to a firms marketing strategy has a great impact on the firm's success. The marketing concept stresses that a firm should create a marketing mix that satisfies (gives utility to) customers, therefore need to analyze the what, where, when and how consumers buy. Marketers can better predict how consumers will respond to marketing strategies.

There are six stages to the Consumer Buying Decision Process (For complex decisions). Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all 6 stages, determined by the degree of complexity.[4]

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4. Ranjeet Singh, Social Media and Consumer buying Behavior: Issues & Challenges, International Journal of Engineering Research & Technology, Volume 8, Issue 10 2022

STAGES IN CONSUMER BUYING PROCESS

1. Problem Recognition: This stage is where the consumers realize that they need something and that making a purchase will address the need. For businesses, this is an opportunity to use other marketing strategies to help prospects recognize a need or re-evaluate an existing one.

2. Information Search: At this stage, prospects are looking for more information about the product they want to purchase. This is where product reviews, websites, blog posts, and search ads can come in handy.

3. Evaluation of Alternatives: Given that many different products could address their needs, consumers often use evaluative criteria based on their priorities. At this stage, the marketing strategies should be aiming to convince prospects that their criteria match the product's strengths.

4. Purchase Decision: The consumer has looked at multiple items and compared them based on their evaluative criteria. This is the stage where the consumer has decided to make the purchase.

5. Post Purchase Behaviour: The Buying Process doesn't end at the sale. The customers' experience with the product would dictate if they were satisfied by the purchase or not. On the basis of being either satisfied or dissatisfied, it is common for customers to distribute their positive or negative feedback about the product. This may be through reviews on website, social media networks or word of mouth.

How Social Media Impact on Consumer Behavior:

1. Customers increasingly make direct purchases on social media platforms.
Social media is almost as widespread for learning about brands as TV or radio advertisements and word-of-mouth marketing. Three out of ten consumers said they would prefer to learn about brands in the future in this manner. But more and more, consumers are turning to social media to find brands and make purchases from them.

2. Social media reviews have a significant impact on consumer behavior.
Social media is a dynamic source of social proof, which is an important consideration when making purchases. In order to assess a product or service before making a purchase, more than half (51%) of consumers read reviews on forums or social media. A potential consumer can be turned away with just one or two negative reviews.

3. Customers anticipate two-way communication with brands.
The relationship between a business and its customers now has a new facet thanks to social media. A brand is no longer a distant, nameless thing we only learn about in books or on Google. Analysing a brand's network enables you to evaluate its principles, current news and products, and relationship with its target market.

4. For customer assistance, consumers use social media.
How would you anticipate communicating with a brand's customer service division before social media? You can get in touch with them by calling, writing, visiting, standing in line to see them in person, etc. Consumers now prefer to communicate with brands via social media when they have a complaint or a concern about their service.[5]

SOCIAL MEDIA FACTORS THAT INFLUENCE CONSUMER BUYING BEHAVIOUR

Reviews From Influencers- The term "social influencers" refers to individuals with a significant following on social media. Influencers are social media-savvy and often tag the store or brand of the products they are using, giving these institutions a broad reach over specific demographics. Regardless, if their posts are sponsored or not, their followers can be influenced in either picking up or passing on a purchase.

Reviews From Social Media Connections- Social media's initial purpose was to connect people and allow them to share information. Now, social media can be a powerful tool for users to voice their opinion on a product or brand with faster speed and broader reach. Most of consumers considering purchases based on a friend's suggestions, there's no denying the influence it has on your target market.

Brand's Social Media Presence- It's not enough to be selling products and services online. The brand must stand out and be recognizable amidst the sea of information available to social media users. Having a consistent and distinct voice on the chosen social media platform—plus a regularly updated feed—can boost the brand image and credibility to existing followers and prospects, making conversions more likely to happen.

Social Media Advertising- As social media continuously reaches a wider audience, social media advertising has made it possible for hyper focused targeting and retargeting. Advertising through social media increases brand recognition and improves brand loyalty.

"Trending" & "Popular" Algorithms- Platforms like Facebook, Twitter and Instagram have moved from showing posts on their newsfeeds chronologically to displaying posts with more engagements first. Businesses are taking advantage of this algorithm by encouraging likes, comments, and shares

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5.https://timesofindia.indiatimes.com/readersblog/marketingempire/social-medias-impact-on-consumer-behavior-44636/

on their content. This move can also foster conversations between companies and consumers, and influence overall brand image.

Social media, which includes the content, visuals, promotions, discounts, and influencers, has the ability to influence the buying behavior of consumers. The effects of social media on consumer behavior cannot be ignored by brands and businesses. A Deloitte report[6] highlighted that consumers who are influenced by social media are 4 times more likely to spend more on purchases. Moreover, the influence can be so high that 29% of consumers are more likely to make a purchase on the same day of using social media.

RELATION BETWEEN SOCIAL MEDIA AND CONSUMER BEHAVIOR

The popularity of Social media has quickly expanded since 2010. These interpersonal organizations can be utilized as a significant instrument for promoting by the organizations to publicize and sell goods and services. A large number of individuals are utilizing SNS for correspondence and collaboration. The time that shoppers spend on web and SNS has expanded impressively and thus there has been an adjustment of utilization patterns.
Online marketing is replacing the traditional tools of marketing. Social media is changing the consumer buying behavior and adding a new factor to the process. Increasing use of social media allows consumers to exchange their ideas, ask for help, information and suggestions before buying a product or service. Existing studies have indicated that there is a connection between social interaction and framing of consumer opinion. Consumers rely on personal sources like recommendation by friends, to make purchases. Word of mouth is also a major personal source of information and social media provides a platform to connect with friends and get information and review of various products and services. Research have shown that 67% of Indian online shoppers refer to social media before making a purchase.
So, it becomes necessary to study the impact of SNS on consumer buying behavior taking into consideration all the factors. The purpose of this study is to examine the impact of online social networks i.e. Facebook and Twitter on consumers buying behavior. More precisely the research tries to find out how social networks influence the consumers buying behavior and how consumers are influenced by online social networks.

LITERATURE REVIEW

The use of social media is a 21st century tradition. Internet-based messages have begun to influence various aspects of consumer decisions, shopping behaviour, testing, communication, and products etc.

6.https://www.bizjournals.com/bizjournals/how-to/marketing/2015/05/how-social-media- influences-consumer-buying.html

1. Sulekha Ojha, et al (2011)[7] says that the retail infrastructure has witnessed a transformation with a rapid growth of E commerce especially in last two decades. Online retailing has the advantage over retail store in form of convenience, better price, variety, and ability to compare brands, better knowledge about the products, time saving and 24*7 availability. Online retailing is readily accepted by younger generations in Jaipur.

2. Mredu Goyal, et al (2011)[8] Majority of Internet users are aware about social media and they are using it also, so marketers should move their promotional efforts from traditional tools to social media tools and must use a well-integrated social media strategy considering different platforms.

3. D. Lakshmanan and Dr. S. Rabiyathul Basariya, et al. (2017)[9] have studied the effectiveness of advertising through social networking sites. The study finds that social media marketing effectiveness is highly influenced by its messages or contents quality, the company‟s involvement, and its association with the other marketing platforms. In addition, a complex and detailed analysis of the strategy is needed in order to accurately measure the return on investment of the social media marketing. The study also finds that generation Y might be the main users of social media sites, but they are not the main target audience of the social media marketing.

4. Ranjeet Singh, et al (2020)[10] Consumer behavior, while still driven by personal, psychological, and social factors, has changed with the advent of social media. With access to an almostinfinite ocean of information at any given time, businesses have to seize every opportunity to be in front of their target audiences. Have the right strategies, and your brand can surely take advantage of social media when it comes to converting visitors into customers.

5. **Varghese, S., Nandhini M, et al. (2020)**[11] In their article they speaks about the influence of demographic factors towards the purchase intention of customers. Article also reveals about the internet usage pattern among the customers. This can be related as an opportunity for the increased engagement of companies with customers through social media..

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7. https://docplayer.net/210278153-Literature-review-chang-et-al-2004-michael-trusov-et-al-2009-richard-shambare-et-al-2011-sulekhaojha-et-al-2011-nidhiyadav-2012.html

8. https://www.jetir.org/papers/JETIR1805260.pdf

9. D. Lakshmanan and Dr. S. Rabiyathul Basariya, "The Role of Social Media On Enhancing Advertising Effectiveness". International Journal of Civil Engineering and Technology, 8(9), 2017,pp 1042–1047. http://www.iaeme.com/IJCIET/issues.asp?JType=IJCIET&VType=8&IType=9

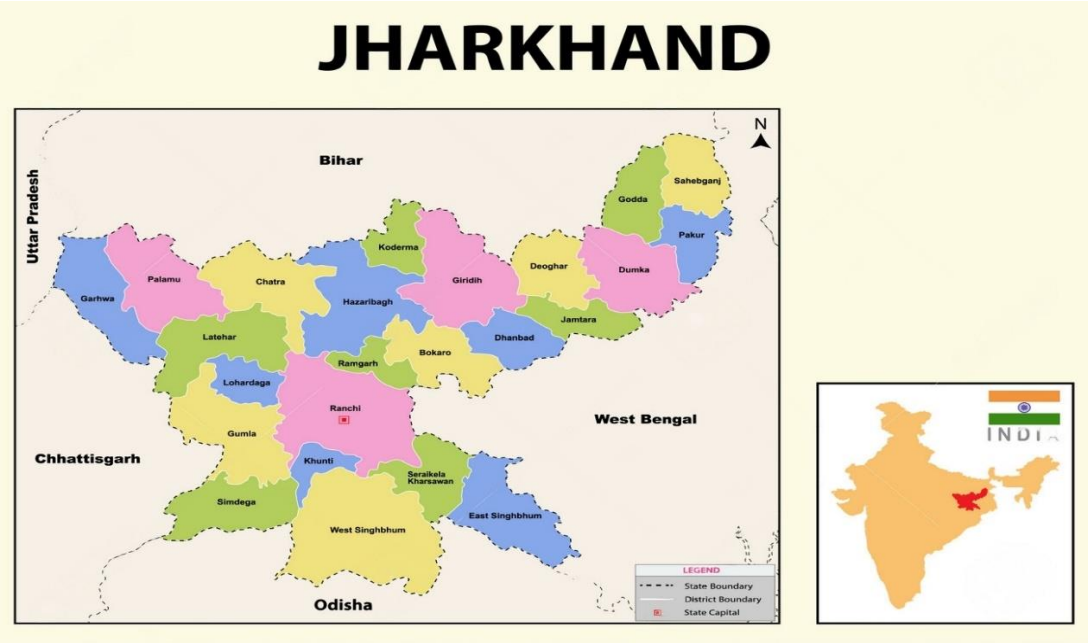
10. https://www.ijert.org/research/social-media-and-consumer-buying-behaviour-issues-challenges-IJERTCONV8IS10013.pdf

11. Varghese, S., Nandhini M. (2020). The Influence of Demographic Factors on the Customers of Online-Shopping with Special Reference to Kochi City. Journal of Adv Research in Dynamical & Control Systems, 12(1-Special Issue)

5. Mr. Sony Varghese, Ms. Mansi Agrawal, et al (2021)[12] The company that are adapting an 2integrated strategic approach with the aim of Social network platforms that is becoming the most successful in getting, engaging, influencing and retaining the customers. Factors, that can change the customer's brand perception and a will to buy includes the strategies that led to consumers perspective, and the opinion of the people who create content on Social media.

Area of Study

Location- Jamshedpur, Dhanbad, Ranchi, Bokaro & Deoghar in Jharkhand



Jamshedpur, Jharkhand [13]

Jamshedpur is a part of the Kolhan division is a district of Jharkhand state with its administrative headquarters located at Jamshedpur city. Jamshedpur (Purbi Singhbhum) district, situated at the southeast part of the Jharkhand state. It is a part of the Chhotanagpur plateau. The Dalma range in the district spreads from its west to east covered by thick forest.

Administration wise, the district is divided into 11 blocks namely Golmuri cum Jugsalai, Potka, Patamda, Boram, Ghatshila. Musabani, Dumaria, Gudabandha, Dhalbhumgarh, Baharagora and Chakulia. Moreover, it comprises 15 towns and 1,748 villages. The administrative language in the district is Hindi. According to 2011 census the district has a population of 22,93,919 including 11,76,902 are males and 11,17,017 are females. The district has a sex ratio of 949 (females for 1000 males).

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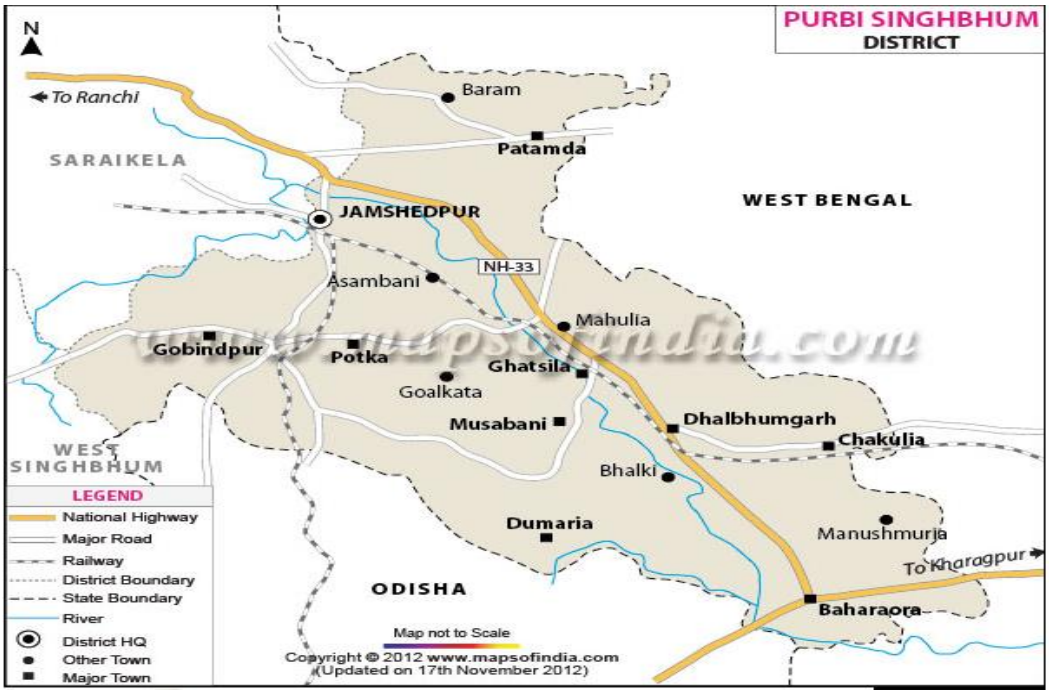
12. https://saudijournals.com/media/articles/SJBMS_63_51-55.pdf
13. https://www.indiastatdistricts.com/jharkhand/east-purbisinghbhum-district



During the year 2001-2011 the population growth rate in the district was 15.68% out of which 14.55% were males and 16.90% were females. As per 2011 census the major religion in the district is Hindu with 67.58%. The population density in the district is 644 (persons per sq. km.). As per 2011, census the principal languages in the district are Bengali, Hindi and Santali with 34.42%, 25.69% and 15.92%. In the year 2020 the number of live births in the district was 46,139 out of which 23,781 were males and 22,358 were females in the same year the number of deaths in the district was 13,303 out of which 8,197 were males and 5,106 were females. As per 2011 census the literacy rate in the district is 75.49% including 83.75% are males and 66.81% are females. The total number of literates in the district is 15,07,699 out of which 8,56,526 are males and 6,51,173 are females.

The internet has had a profound impact on the way people in Jamshedpur live and work. With access to the internet, people can stay connected with the world, access a wealth of information, and take advantage of new opportunities. Jamshedpur is a rapidly growing city in India, and the internet is becoming increasingly important for both business and leisure activities.

Dhanbad, Jharkhand[14]

Dhanbad district, a part of the North Chotanagpur division is a district of the Jharkhand state with its administrative headquarters located at Dhanbad city. Administration wise, the district is divided into 9 blocks namely Tundi, Purbi Tundi, Topchanchi, Baghmara, Govindpur, Dhanbad, Baliapur, Jharia and Nirsa. Moreover, it comprises 46 towns and 1,159 villages. The administrative language in the district is Hindi. According to 2011 census the district has a population of 26,84,487 out of

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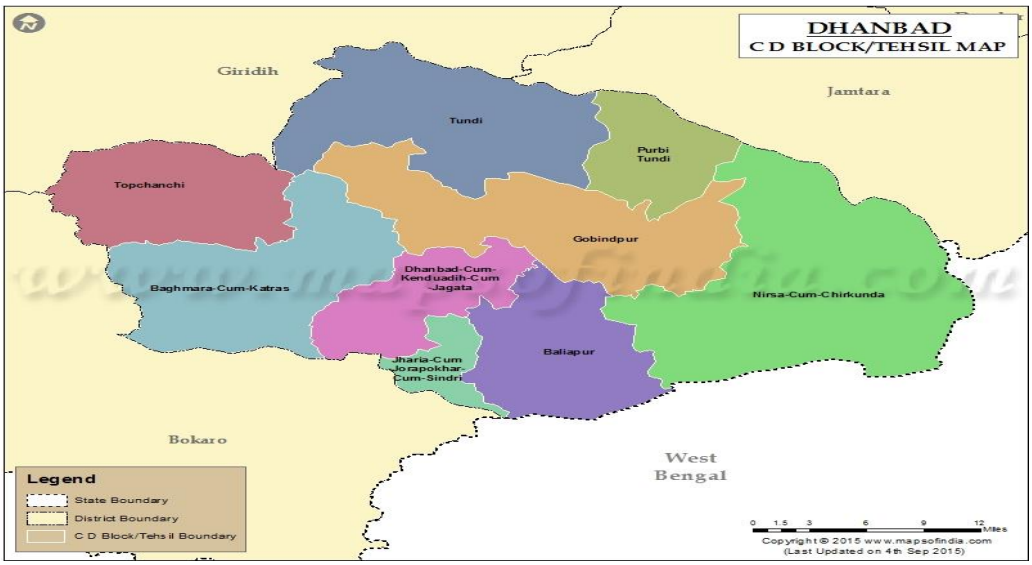
14. https://www.indiastatdistricts.com/jharkhand/dhanbad-district

which 14,05,956 are males and 12,78,531 are females. The district has a sex ratio of 909 (females for every 1000 males). During the year 2001-2011 the population growth rate in the district was 11.99% including 9.93% were males and 14.34% were females. As per 2011 census the major religion in the district is Hindu with 80.07% of the total population. The population density in the district is 1,316 (persons per sq. kms.). As per 2011 census the principal Languages in the district are Hindi, Bengali and Urdu with 62.72%, 17.95% and 8.47%. In the year 2020 the number of live births in the district was 37,713 out of which 19,826 were males and 17,887 were females. In the same year the number of deaths in the district was 10,348 out of which 6,485 were males and 3,863 were females.



High-speed internet has made it easier for businesses in Dhanbad to operate. Businesses can now easily access online resources, conduct online meetings, and collaborate with colleagues from around the world. This has allowed businesses to become more efficient and productive, as well as reach a wider audience. Finally, high-speed internet has opened up a world of information to Dhanbad residents.

Social media has allowed Dhanbad residents to stay connected with their friends and family, as well as with the rest of the world. It has also provided them with a platform to share their thoughts and opinions, and to engage in meaningful conversations. Moreover, social media has allowed Dhanbad residents to access a variety of services. From online shopping to banking, they can now access a range of services from the comfort of their homes. This has made life much easier for many residents.[15]

Ranchi, Jharkhand [16]

Ranchi district, a part of the South Chotanagpur division is a district of Jharkhand state with its administrative headquarters located at Ranchi city. Administration wise, the district is divided into 2 sub-divisions namely Ranchi and Bundu. Moreover, the district comprises 18 sub-districts. 15 towns and 1,311 villages. The administrative language in the district is Hindi. According to 2011 census the district has a population of 29,14,253 out of which 14,94,937 are males and 14,19,316

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15. https://ts2.space/en/internet-in-dhanbad/
16. https://www.indiastatdistricts.com/jharkhand/ranchi-district

are females. The district has a sex ratio of 949 (females for every 1000 males). During the year 2001-2011 the population growth rate in the district was 24.00% including 22.67% were males and 25.43% were females. As per 2011 census the major religions in the district are Hindu and Muslim with 55.32% and 14.09% of the total population. The population density in the district is 572 (persons per sq. km.). As per 2011 census the principal languages in the district are Hindi and Mundari with 70.02% and 4.70%. In the year 2020 the number of live births in the district was 60,382 out of which 31,149 were males and 29,233 were females. In the same year the number of deaths in the district was 18,983 out of which 12,207 were males and 6,776 were females.

High-speed internet has revolutionized the way people in Ranchi communicate, work, and access information. It has made communication easier and faster, allowed businesses to become more efficient and productive, and opened up a world of information to Ranchi residents. With high-speed internet, Ranchi is now better connected than ever before. The impact of social media on Ranchi, a city in the Indian state of Jharkhand, has been profound. The city is home to over two million people, and social media has become an integral part of their lives.

Bokaro, Jharkhand[17]

Bokaro district is a district of Jharkhand state with its administrative headquarters located at Bokaro city. Its district headquarters is also popularly known as 'Steel City'. Earlier, there was a village in the Bokaro city called Maraphari, situated in the dark jungles of Chota Nagpur. Administration wise, the district is divided into 9 blocks namely Bermo, Chas, Chandankiyari, Chandrapura, Gomia, Jaridih, Kasmar, Nawadih and Petarwar. Moreover, it comprises 9 sub-districts, 27 towns and 635 villages. The administrative language in the district is Hindi.

According to 2011 census the district has a population of 20,62,330 including 10,72,807 are males

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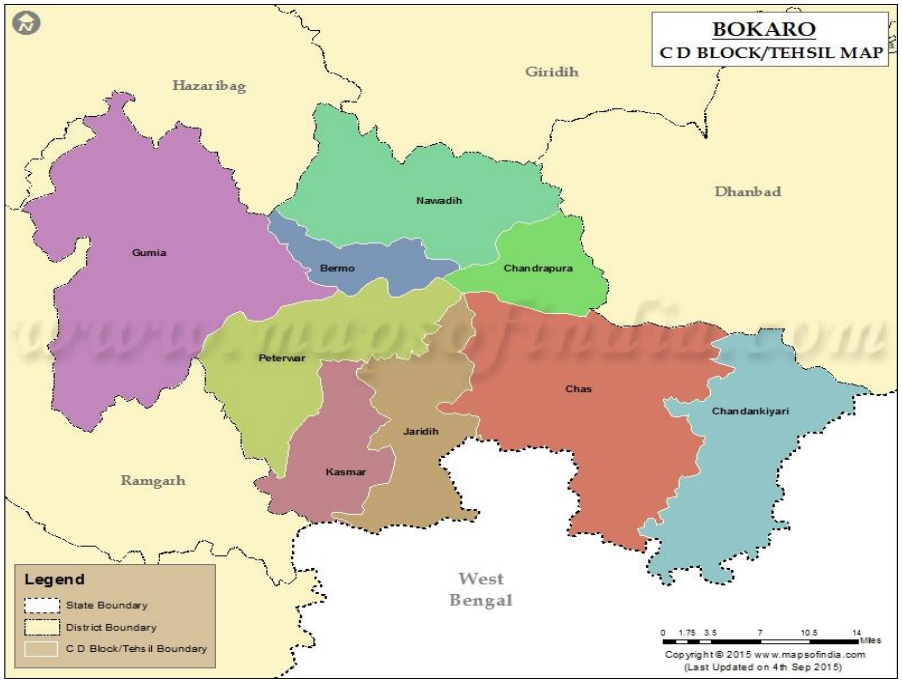
17. https://www.indiastatdistricts.com/jharkhand/bokaro-district

and 9,89,523 are females. The district has a sex ratio of 922 (females for every 1000 males). During the year 2001-2011 the population growth rate in the district was 16.01% out of which 14.32% are males and 17.91% are females. As per 2011 census the major religion in the district is Hindu with 79.35% of the total population. The population density in the district is 715 (persons per sq. kms.). As per 2011 the principal languages in the district are Hindi, Santali and Bengali with 70.96%, 11.39% and 10.67%. In the year 2020 the number of live births in the district was 25,477 out of which 13.442 were males and 12.035 were females. In the same year the number of deaths in the district was 5,803 out of which 3,641 were males and 2,162 were females.



As per 2011 census the literacy rate in the district is 72.01% including 82.51% are males and 60.63% are females. The literate population in the district is 12,73,520 out of which 7,59,088 are males and 5,14,432 are females.

Bokaro, a city in the Indian state of Jharkhand, has seen a dramatic transformation in its economy in recent years due to the increasing influence of the internet. The internet has provided the city with access to global markets, enabling businesses to expand their reach and create new opportunities for growth. The internet has enabled Bokaro businesses to connect with customers and suppliers from around the world, creating new markets and opportunities for growth. This has led to an increase in exports and imports, creating jobs and boosting the local economy.

Deoghar, Jharkhand[18]

Deoghar district, a part of the Santhal Pargana division is a district of Jharkhand state with its administrative headquarters located at Deoghar town. It is a significant Hindu pilgrimage centre -

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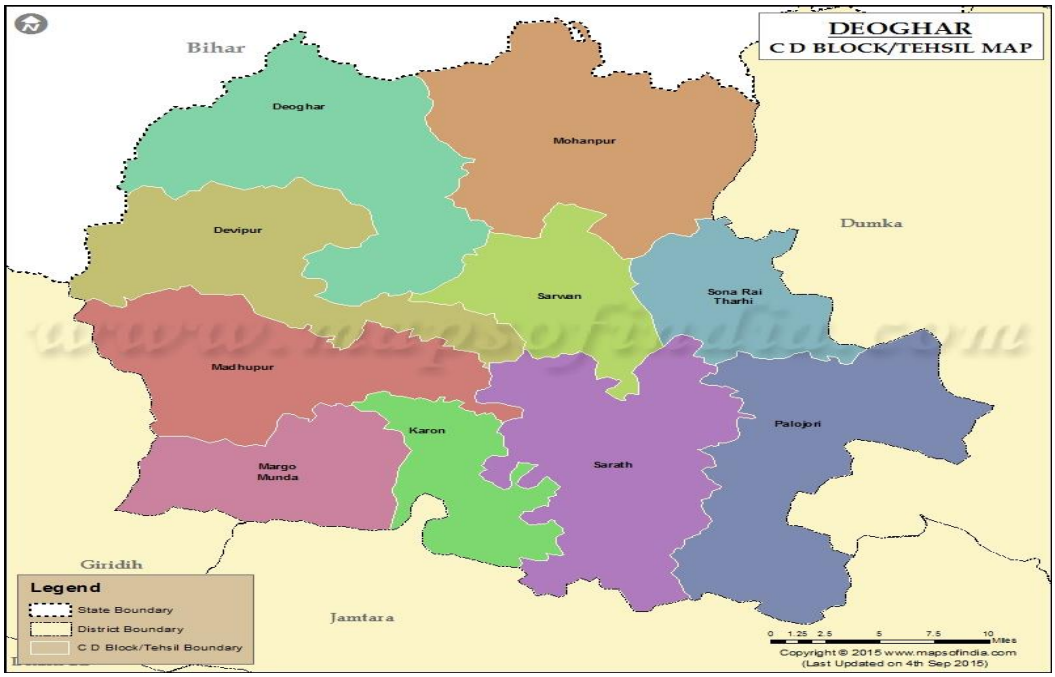
18. https://www.indiastatdistricts.com/jharkhand/deoghar-district

with the Baidyanath Temple as one of the twelve Shiva Jyothirlingas in India and one of the 51 Shakti Peethas as well in India. The temple is situated at a distance of 150 kms. from the largest city, Bhagalpur. Earlier Deoghar was a part of the Dumka district. It is the 5th largest city of the Jharkhand state.



Administration wise, the district is divided into 10 blocks namely Deoghar, Karon, Madhupur, Mohanpur, Palojori, Sarath, Devipur, Margomunda, Sarwan and Sonaraithari. Moreover, it comprises 2 towns and 2,662 villages. The administrative language in the district is Hindi.

According to 2011 census the district has a population of 14,92,073 including 7,75,022 are males and 7,17,051 are females. The district has a sex ratio of 925 (females for every 1000 males). During the period 2001-2011 the population growth rate in the district was 28.03% out of which 27.29% were males and 28.85% were females. As per 2011 census the major religion in the district is Hindu with 78.09% of the total population. The population density in the district is 602 (persons per sq km.). As per 2011 census the principal languages in the district are Hindi and Santali with 80.51% and 9.38%. In the year 2020 the number of live births in the district was 31,092 out of which 16,579 were males and 14,513 were females. In the same year the number of deaths in the district was 3,475 out of which 2,274 were males and 1,201 were females.

Deoghar, a small town in the state of Jharkhand, India, is set to benefit from increased access to the internet. he internet has enabled Deoghar to connect with the global market, allowing businesses to access a much larger customer base. This has enabled local businesses to increase their sales and profits, as well as create new jobs. Additionally, the internet has enabled businesses to reduce their costs by eliminating the need for physical stores and sales staff. The internet has also enabled Deoghar to become a hub for e-commerce. Businesses in Deoghar can now sell their products online, allowing them to reach a much larger customer base. This has enabled businesses to increase their profits and create new jobs.

Population of all Districts of Jharkhand (as per Census 2011)

Districts	Total	Male	Female
01. Ranchi	29,14,253	14,94,937	14,19,316
02. Dhanbad	28,46,954	14,98,305	13,48,649
03. Giridih	24,45,474	12,58,098	11,87,376
04. Purbi Singhbhum	22,93,919	11,76,902	11,17,017
05. Bokaro	20,62,330	10,72,802	9,89,523
06. Palamu	19,36,319	10,03,876	9,32,443
07. Hazaribag	17,34,005	8,91,179	8,42,826
08. Paschim Singhbhum	15,02,338	7,49,385	7,52,953
09. Deoghar	14,91,879	7,76,726	7,15,138
10. Garhwa	13,22,784	6,83,000	6,38,000
11. Dumka	13,21,442	6,68,514	6,52,928
12. Godda	13,13,551	6,77,927	6,35,624
13. Sahibganj	11,50,567	5,89,391	5,61,176
14. Saraikela Kharsawan	10,65,056	5,44,411	5,20,645
15. Chatra	10,42,886	5,33,935	5,08,951
16. Gumla	10,25,213	5,14,390	5,10,823
17. Ramgarh	9,49,443	4,94,230	4,55,213
18. Pakur	9,00,422	4,52,661	4,47,761
19. Jamtara	7,91,042	4,04,830	3,86,212
20. Latehar	7,26,978	3,69,666	3,57,312
21. Koderma	7,16,259	3,67,222	3,49,037
22. Simdega	5,99,578	3,00,309	2,99,269
23. Khunti	5,31,885	2,67,525	2,64,360
24. Lohardaga	4,61,790	2,32,629	2,29,161

List of Most Populous Cities in Jharkhand (as per Census 2011)

Rank	Name	District	Population 2011	Male	Female	Literacy rate
1	Jamshedpur	East Singhbhum, Seraikela Kharsawan	1,337,131	696,858	640,273	85.94
2	Dhanbad	Dhanbad district	1,195,298	633,363	561,935	80.64
3	Ranchi	Ranchi district	1,126,741	586,634	540,107	83.60
4	Bokaro Steel City	Bokaro district	563,417	299,232	264,185	84.87
5	Deoghar	Deoghar district	203,116	108,243	94,873	86.80
6	Phusro–Bermo–Bokaro Thermal	Bokaro district	186,139	97,665	88,474	79.99
7	Hazaribagh	Hazaribagh district	153,599	80,095	73,504	90.14
8	Giridih	Giridih district	143,529	74,841	68,688	82.41
9	Ramgarh	Ramgarh district	132,441	70,879	61,562	82.97
10	Medininagar (Daltonganj)	Palamu district	119,972	63,244	56,728	88.84
11	Chirkunda	Dhanbad district	118,822	62,394	56,428	77.03

Objectives of the Study

1. To study the effectiveness of social media on consumers buying behavior in the City of Jamshedpur, Dhanbad, Ranchi, Bokaro, & Deoghar.

2. To evaluate the online social networks that is most popular among customers in Jamshedpur, Dhanbad, Ranchi, Bokaro, & Deoghar.

3. To examine the impact of online social networks and its influence on consumer buying behavior.

4. To find out the positive and negative effects of e-word of mouth communication on consumer buying decision making.

5. To study how online social networks help to reduce risk and uncertainty in decision making.

6. To find out the parameters responsible to buying decision of customers in Jamshedpur, Dhanbad, Ranchi, Bokaro & Deoghar.

Hypothesis of the Study

Hypothesis is a statement of what could be the outcome of the study. It is an assumption or claim about the experiment. Clarity and precision in developing hypothesis is very important, since it guides the information needs, questions in the questionnaire and defines the scope of the study.

Hypothesis developed for study are based on the literature review, deliberations of published work, theoretical framework and hands on work experience. These ideas, theories, notions, findings and conclusions of various studies and experiments contributed to the development of hypothesis for the study. Hypotheses developed for the study is discussed as below:

1. There is no significant influence of social media marketing on buying behavior of consumer in the City of Jamshedpur, Dhanbad, Ranchi, Bokaro & Deoghar.

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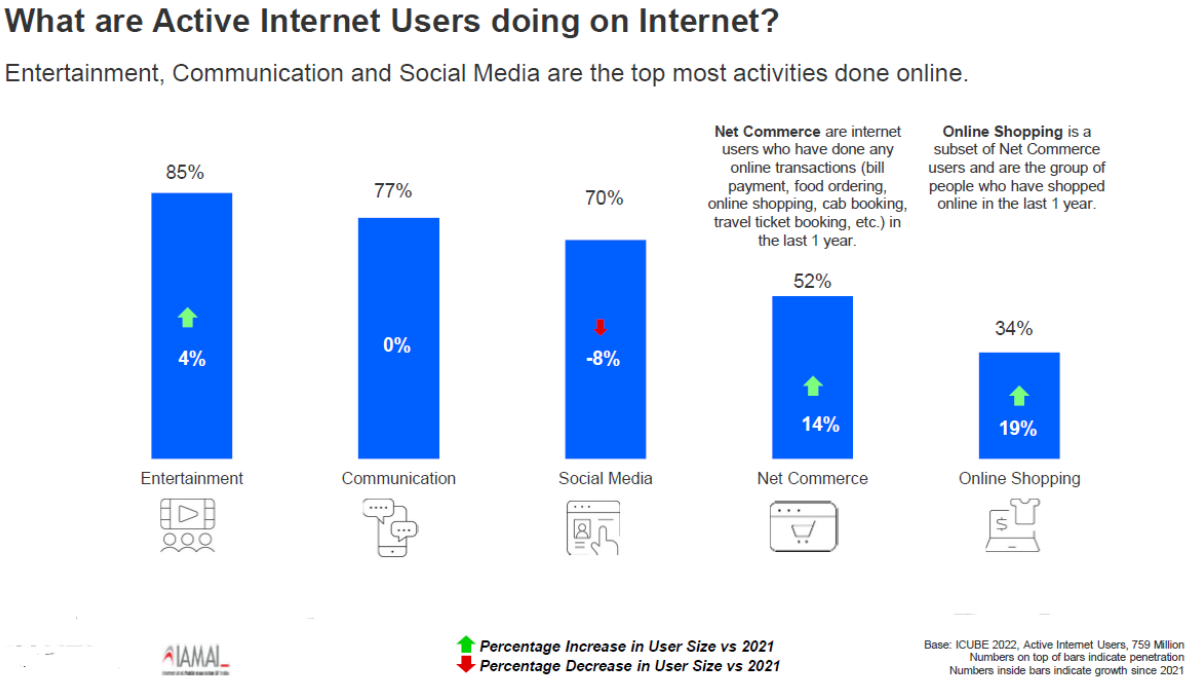
2. There is a probable significant impact of social media advertising on buying behavior of customers in the City of Jamshedpur, Dhanbad, Ranchi, Bokaro, & Deoghar.


What are Active Internet Users doing on Internet?
Entertainment, Communication and Social Media are the top most activities done online.
85%
4%
Entertainment
77%
0%
Communication
70%
-8%
Social Media
Net Commerce are internet users who have done any online transactions (bill payment, food ordering, online shopping, cab booking, travel ticket booking, etc.) in the last 1 year.
52%
14%
Net Commerce
Online Shopping is a subset of Net Commerce users and are the group of people who have shopped online in the last 1 year.
34%
19%
Online Shopping
IAMAI
Percentage Increase in User Size vs 2021
Percentage Decrease in User Size vs 2021
Base: ICUBE 2022, Active Internet Users, 759 Million
Numbers on top of bars indicate penetration
Numbers inside bars indicate growth since 2021

Research Methodology

The data will be collected with the help of primary and the secondary sources. It will be thoroughly analyzed with the help of available quantitative and qualitative research techniques to arrive at logical conclusion. The research process will be managed in an objective and scientific manner.

Research Design:

The research design shall provide guidelines for the research process. A causal, descriptive and exploratory research design will be adopted. The research design will determine the direction of the study throughout and the procedures to be followed it will determine the data collection method, sampling method, the field work and so on.

Data Collection Method

The data collection method will be used is first and second. We will collect basic data through surveys using the Google forms, forum, which is a free web-based application. With the second data we will talk to other people about their purchasing decisions and study through research papers with related topics.

Experimental research is a test used to assess complex abnormalities. It leads to a higher understanding of the current issue, yet it will not provide satisfactory results. Such an assessment is usually made based on the initial stage.

Sampling Design

Sample Area: The entire sample area includes people from in the City of Jamshedpur, Dhanbad, Ranchi, Bokaro & Deoghar.

Questionnaire Design: The types of questions used in our Questionnaire are structured as multiple-choice questions. This enables the researcher to determine the effect that the media has on consumer purchasing behaviour.

Scope of the Research: Considering the objectives of the research, conducting research from a consumer perspective can be a viable option. The researcher conducted the study to help consumers identify reasons why social media platforms have changed their buying decisions. The main purpose of marketing is to analyze consumer needs and therefore the data collected by the questionnaire is based on the consumer perspective to determine added information. The research also aims to help students who may understand the importance of social media websites applications in the consumer decision-making process. The study focused on the behaviour of end-users.

Primary Data:

Primary data will be collected directly from the target respondents; it could be collected through Questionnaire, Surveys, Interviews, Focus Primary Data. A structured questionnaire would be prepared to understand the customer behavior and the influence of social media on their purchase decision. The survey would be done online as well as in person. The process of questionnaire development comprised of the following steps:

- Identifying variables and developing first draft
- Pretesting
- Finalization of questionnaire
- Field Survey

Secondary Data:

Secondary data will be collected from external sources like books, periodicals, articles, journals, newspapers and the website material. The secondary data would be collected from various periodicals and publication of leading magazines in retail sector. Various websites of brands having online presence through Facebook, Twitter, Instagram etc. and other sites retailer association of India, would be considered for finding the relevant data. The official websites like those of Government of India; Government of Jharkhand, Social media sites etc. will also be researched to collect information. Online sources such as Google Scholar, SSRN etc. will also be referred to collect secondary data.

Various reports from Facebook, Twitter and other social media would be collected, also internal data from the online retailers like Flipkart, Myntra, Amazon, etc. can be mined to find out the order frequency of the customers. Government sites, gazettes, notifications would also be searched for the necessary information about the population.

Sampling Technique

Customer survey - Random Sampling and Stratified sampling
Brand Mangers Survey- On the basis of turnover of company

Sample size

Customer survey: 1250 respondents from the top 5 most populous cities of Jharkhand i.e the City area of Jamshedpur, Dhanbad, Ranchi, Bokaro, & Deoghar, Jharkhand between the age group of 15-50 years.

Brand managers survey: 10 officials from different companies selected on the basis of turnover

DATA ANALYSIS AND INTERPRETATION:

The collected data will be edited to avoid unwanted information and will be arranged in proper sequence. The SPSS technique shall be used to feed in the data and the edited data shall be coded and classified for suitable tabulation graphs, charts, diagrams etc, wherever necessary. A suitable technique shall be used for analysis such as chi-square, "t" test, ANNOVA, Regression analysis, F-test, Factor analysis etc.

SAMPLING

Sampling will be done based on demographics like age, gender, income, education and on psychographics like class and lifestyle. Convenience sampling will be used to select the respondents. Sample size will be of 1250 respondents.

LIMITATIONS

Social media marketing is not a new aspect and it is always changing and evolving. There are many journals/articles on this topic but very few link social media with changes in consumer behaviour. The people who will be in the survey mainly from Jamshedpur, Dhanbad, Ranchi, Bokaro, & Deoghar but the study should be conducted on a broader scale by collecting data from different parts of the Jharkhand state to get a better picture of the impact social media is having on consumer buying process. As the study will be limited to a specific location, i.e. Jamshedpur, Dhanbad, Ranchi, Bokaro, & Deoghar. Thus, it cannot be used to analyse behaviour as behaviour of human is uncertain.

Tentative Chapterisation

Chapter 1: Introduction, Review of literature and District Profile.

Chapter 2: Impact of Social Media Marketing on Business

Chapter 3: Influence of Social Media on final buying decision.

Chapter 4: Research Methodology and Hypothesis testing

Chapter 5: Summary, finding and suggestion

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